

## FOR IMMEDIATE RELEASE

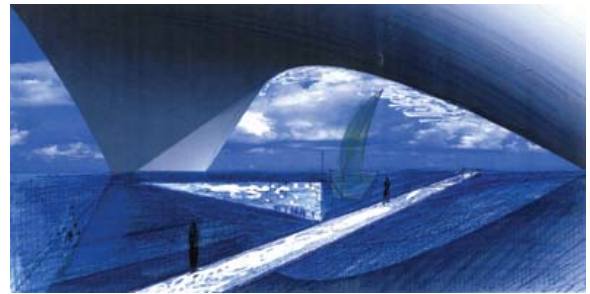
February 1, 2007

### Lord Cultural Resources is at the Heart of the World's Largest Cultural Project Unveiled in Abu Dhabi Wednesday by Crown Prince

The world's largest museum planner, Lord Cultural Resources, is pleased to announce its role in the planning of the world's largest cultural project, the Saadiyat Island Cultural District in Abu Dhabi, capital of the United Arab Emirates. Lord Cultural Resources is proud to have developed the Master Plan for the **Sheikh Zayed National Museum**, Master Plan for the **Maritime Museum** (with Tadao Ando & Associates of Osaka), and the initial space program for the **Classical Museum** (with Ateliers Jean Nouvel of Paris). Currently, Lord Cultural Resources is assisting the Abu Dhabi Tourism Development Investment Company with the planning and management of the international architectural competition for the **Sheikh Zayed National Museum**.

The Cultural District will celebrate the cultural and artistic character of the region through a range of iconic buildings and creative urban planning initiatives. The Cultural District will be home to a Biennale Park setting with pavilions designed to host international art and cultural fairs and events, and five major cultural institutions designed by internationally renowned architects:

- Guggenheim Abu Dhabi (Frank Gehry)
- Classical Museum (Jean Nouvel)
- Performing Arts Centre (Zaha Hadid)
- Maritime Museum (Tadao Ando)
- Sheikh Zayed National Museum (architect to be selected)



Drawing of Maritime Museum by Tadao Ando  
© Abu Dhabi Tourism Development Investment Company



Model of Classical Museum by Ateliers Jean Nouvel  
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At the opening of the special exhibition devoted to the concept designs and building models of the four commissioned architects of the cultural institutions on January 31 in Abu Dhabi, His Highness Sheikh Mohammed Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Executive Council Chairman said, "The aim of Saadiyat Island must be to create a cultural asset for the world. A gateway and beacon for cultural experience and exchange. Culture crosses all boundaries and therefore Saadiyat will belong to the people of the UAE, the greater Middle East and the world at large." The museums on Saadiyat Island's Cultural District are scheduled to open under a phased programme starting in 2012.

Lord Cultural Resources was acknowledged at the opening: "One of the world's most experienced museum consultants, Lord Cultural Resources, has been appointed to plan content and operational matters for the Sheikh Zayed National Museum and the Maritime Museum." Sheikh Zayed National Museum is devoted to the history and traditions of Abu Dhabi and the legacy of the Emirate's much-admired late ruler His Highness Sheikh Zayed Bin Sultan Al Nahyan, who was also the first President of the United Arab Emirates. The Maritime Museum will reflect the rich maritime history of the UAE and the Arabian Gulf.

Barry Lord, Co-President of Lord Cultural Resources, states, "It is both satisfying and exciting to work on the planning of the Sheikh Zayed National Museum, Maritime Museum and Classical Museum for this great project with His Highness Sheikh Sultan Bin Tahnoon Al Nahyan, Chairman of Abu Dhabi Tourism Authority and the Abu Dhabi Tourism Development and Investment Company that is charged with the responsibility of developing the entire Saadiyat Island complex. The pavilions and cultural institutions will position the UAE capital's Saadiyat Island as a world-class cultural destination."

Lord Cultural Resources, founded in 1981, is the world's largest global professional practice dedicated to creating cultural capital worldwide having conducted over 1,500 cultural projects in 36 countries on 5 continents. We collaborate with people and organizations to plan and manage cultural places, programs and resources that deliver excellence in the service of society.

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## Media Background

### About Saadiyat Island's Cultural District:

In 2004, the Abu Dhabi Tourism Authority (ADTA) embarked on a vision of developing Saadiyat Island into a world-class, environmentally sensitive tourist destination that included as its centerpiece the creation of a new cultural district for Abu Dhabi and the United Arab Emirates. This vision was translated into a Masterplan through the appointment of the USA's Gensler Associates and under UAE Law No:12, the establishment of a wholly-owned public joint stock company, the Tourism Development Investment Company (TDIC).

Included within the massive project was an impressive array of features and amenities, including commercial and residential properties, resort hotels, recreational facilities, nature preserves, and perhaps most significantly, the idea to create a cluster of world class cultural facilities and institutions that would be operated in partnership with established museums and performing arts institutions from around the world. Abu Dhabi had embarked on one of the most ambitious urban and cultural development projects ever conceived.

The guiding principles for the Cultural District are to make it, by definition, a destination everyone in the worlds of art and culture would want to visit, annually and more than once. This will be achieved by building a series of permanent institutions - museums, performing arts centres, exhibition halls, educational institutions in the arts - that through its collections, architecture and programmes will become one of the greatest concentrations of cultural experiences anywhere in the world.

### About Saadiyat Island:

Saadiyat Island – which translates from Arabic as Island of Happiness – is the largest single mixed-use development in the Arabian Gulf. The 27 square kilometre natural island - half the size of Bermuda - lies only 500 metres offshore Abu Dhabi island - the capital city of the United Arab Emirates. Saadiyat Island is being developed into a complete visitor and residential destination.

Saadiyat Island represents one of the most important development opportunities in Abu Dhabi's history. The island, which has 30 kms of water frontage and boasts many natural eco-features including mangrove forests, is being developed as a strategic international tourism destination and marks a new era in the rapid evolution of Abu Dhabi, the largest of the seven emirates which form the UAE Federation.

Saadiyat Island will be developed in three phases with total completion scheduled for 2018. The masterplan envisages six highly individual districts and includes 29 hotels, including an iconic 7-star property, three marinas with combined berths for around 1,000 boats, museums and cultural centres, two golf courses, civic and leisure facilities, sea-view apartments and elite villas.

*For further information, visit the website of the Tourism Development & Investment Company at [www.tdic.ae](http://www.tdic.ae).*